



Past, Present and Future Trends of Online Marketing

Presented by
Susan Sweeney, CA CSP
www.susansweeney.com



“We are crossing a technology threshold that will forever change the way we learn, work, socialize, and shop. It will affect all of us, and businesses of every type, in ways far more pervasive than most people realize”

Bill Gates - Comdex 1994

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the background is blurred, showing what appears to be a window with natural light.

Formula for E-business Success

Right E-business model

+

Properly designed/developed web site

+

Targeted traffic

=

E-business Success

Web Site Design and Development Methodology

Objectives

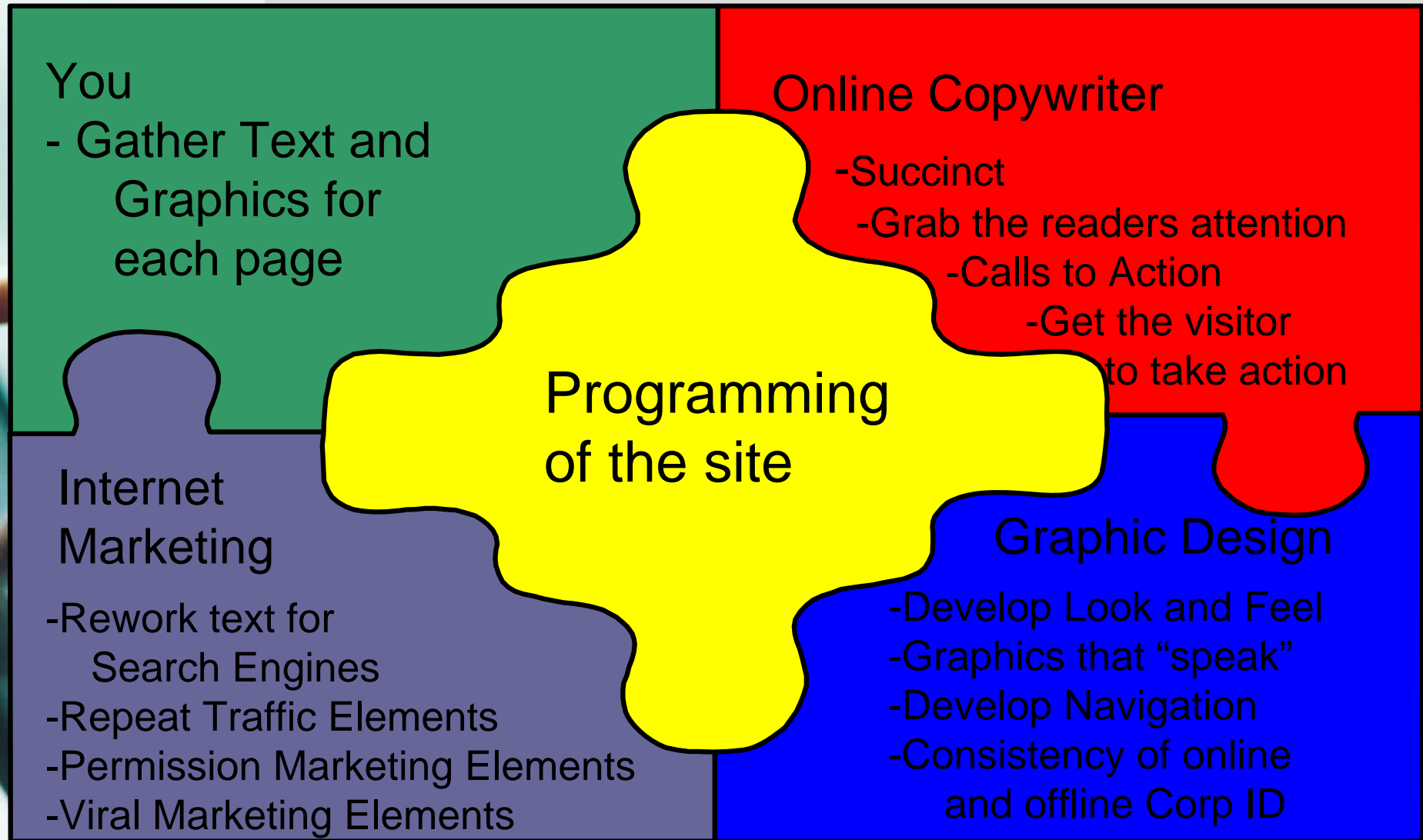
Target Markets

**Story
Board**

**Products/
Services**

**Competitive
Analysis**

Web Site Design and Development Methodology



Personal Web Site



Personal Web Site



Package Builder

Rodd Vacations Your Way - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites Media AutoFill Options


Address <http://www.roddvacations.com/> Go

Google Search Web PageRank 2303 blocked AutoFill Options

Rodd Vacations yourWAY


1.800.565.RODD [7633]

Choose the Package of Interest to Begin Booking Your Rodd® Vacation!



Family

Package Builder ➤



Golf

Package Builder ➤



Retreat

Package Builder ➤

Rodd HOTELS & RESORTS

Find a Package by Interest Category

Select Your Interest

Golf ▼

Choose Your Destination

Rodd Crowbush Golf & Beach Resor ▼


Choose Arrival Date

7/14/2005 ▼

Find Your Package ➤

Design Your Own Golf Package Online!

Pick Your Course
Choose Your Date
Book Your Reservations



It's Always A Hole-In-One at Rodd®!

Click Here To Start **BEGIN!** ➤

Real Time Currency Converter Package Builder Help Terms and Conditions

Done Internet

start 2 Microsoft Offi... 2 Microsoft Offi... Rodd Hotels & Re... Untitled Documen... Rodd Vacations Y... 9:18 AM

Package Builder

Rodd Vacations Your Way - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites Media Mail Print Address Book Favorites

Address <http://www.roddevacations.com/step3.aspx> Go

Google Search Web PageRank 2303 blocked AutoFill Options

Rodd Vacations yourWAY

1-800-565-RODD [7633] [HELP?](#)

Your Rodd Crowbush Golf & Beach Resort Package

Golf Details (if you are playing golf on your package):

Rounds:

Course: Date: # of Golfers:

Preferred Time:

Golf Options:

Option: Quantity:

	Course	Date	Golfers	Time	Options
Delete?	Links at Crowbush Cove	Jul 14, 2005	2	8am-10am	View

General Family Options

Option: Date: Quantity:

Your Progress

Step 1: Select Your Package - Select a package that you are interested in.

Step 2: Select Your Accommodations - Specify your trip dates, guests, and room preference details.

Step 3: Package Details - Choose your package activities and options.

Step 4: Additional Details - Please let us know about any special requirements or other details we should be aware of.

Step 5: Customer and Payment Details - Specify your customer account and payment information.

Step 6: Review and Confirmation - Review your itinerary before booking your package.

Package Details

Rodd Crowbush Golf Package
Arrival: Thursday, July 14, 2005
Departure: Wednesday, July 20, 2005
Guests: 2

Done Internet

start 2 Microsoft Offi... 2 Microsoft Offi... Rodd Hotels & Re... Untitled Documen... Rodd Vacations Y... 9:22 AM

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing a window with natural light.

Repeat Traffic Rationale

- The more often someone visits your site:
 - the more your brand is reinforced
 - the more they feel a part of your community
 - the more likely they are to give permission
 - the more likely they are to tell others
 - the more they know you and trust you
- The more likely you will be “first of mind”



Repeat Traffic Generators

- Free Offers
- Contests and Giveaways
- Specials, Promotions, Deals
- Coupons
- Newsletter/Mail List
- Tip of the Day/Week/Month
- Featured Destination
- What's New

Packages

Big Sky Resort, Montana - Lodging - Big Sky Central Reservations Lodging Hotel Accommodations C - Windows Internet Explorer

http://www.bigskyresort.com/lodging/winterpackages.asp

File Edit View Favorites Tools Help

Google C montana hotel packages Go 0 blocked Check Look for Map AutoFill Send to montana Settings


Links More canadianspeak cbc...cbc-s cbc...MyAcco Customize Links Free Hotmail google.ca mcssl...login msn.com en-ca websudoku.com

Big Sky Resort, Montana - Lodging - Big Sky Central R...

BIG SKY RESORT

A place all your own.


ABOUT BIG SKY ACTIVITIES FAMILY GROUPS LODGING ON THE SLOPES REAL ESTATE



Lodging | Hotel | Condominium | Cabin | Winter Rates | Summer Rates | Winter Packages | Summer Packages | Specials

Lodging Winter Packages

Book A Reservation On-Line or
call Big Sky Central Reservations toll free 800.548.4486 for current listings
online availability may differ from in-house availability.




NOW @ BIG SKY

Skies P.Cloudy
Temp 20 deg (f)
Snow Depth

Snow Surface
Packed Powder
New Snow
2 inches in 24 hours

More... **Zoom Cam**
Snow Phone: 406.995.5900



2 Night Package

The mountains of Montana call with the lure of adventure and excitement. Discover for yourself this hidden gem. This Package includes 2 nights of lodging, 2 days of lift tickets, breakfast for the Huntley, Summit, and Shoshone, and all tax and resort fees. Kids 10 and under stay and ski free.

Book Online

Done

start SnagIt Big Sky Resort, M... Montanakids.com ... Inbox - Microsoft ... 2 Microsoft Offic... 100% 3:51 PM

Hot Deals and Special Offers

Fairmont Hot Springs Resort - Web Specials - Windows Internet Explorer

http://www.fairmontmontana.com/webspecialdetail.asp?ItemID=1151

File Edit View Favorites Tools Help

Google Go Bookmarks 0 blocked Check AutoLink AutoFill Send to Settings

Links More canadianspeak cbc...cbc-s cbc...MyAcco Customize Links Free Hotmail google.ca mcssl...login msn.com en-ca websudoku.com

Fairmont Hot Springs Resort - Web Specials

search | contact us | help | 1-800-332-3272

Make a [Reservation](#)
Order a [Brochure](#)
Sign up for our [Newsletter](#)

Home Hot Springs Lodging Activities Dining Meetings & Events About Us Photo Gallery

Web Specials

Fairmont's Winter Family Fun Package



One Night Midweek Winter Family Fun Package

This is a special value bunch of fun for those families who can take advantage of Fairmont's midweek package available Sunday through Thursday nights. Our One Night Midweek Winter Family Fun package includes ...

[More Web Specials](#)

500,000 gallons of natural hot springs water await you!

Done

start SnagIt Montana Tou... Fairmont Hot... Fairmont Hot... Inbox - Micro... 2 Microsoft ... 100% 3:37 PM

Contest

Montanakids.com Lewis & Clark Trivia Contest Rules - Windows Internet Explorer

http://montanakids.com/sweepstakes/landctriviaRules.htm

File Edit View Favorites Tools Help

Google Go Bookmarks 0 blocked Check Look for Map AutoFill Send to montana Settings

Links More canadianspeak cibc...cibc-s cibc...MyAcco Customize Links Free Hotmail google.ca mcssl...login msn.com en-ca websudoku.com

Montanakids.com Lewis & Clark Trivia Contest Rules

2005-2007 Montanakids.com Lewis & Clark Trivia Contest Official Rules

- 1. No purchase necessary to enter or to receive a prize.**
For information on how to enter, please see #3 below.
- 2. Prizes**
Prizes consist of a Lewis & Clark Commemorative poster provided by the Lewis & Clark Bicentennial Marketing Group, Inc. Prize value is estimated at a \$25.00 value.

One entry from the monthly entries will be chosen for this prize. Entries are limited to one per month per person.

One poster will be given away each month for a period of 24 months.

Montana Department of Commerce - Travel Montana

Internet 100%

start SnagIt Montana Tourism ... Montanakids.com ... Inbox - Microsoft ... 2 Microsoft Offic... 3:49 PM



The success is not in having the
repeat traffic generator but in
how you work the repeat traffic
generator

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing what appears to be a window with natural light.

Contests

- Make the contest one where the entrant has to visit areas of your site for further information that you want them to see
 - What is our special this week?
 - How far are we from the ski hill?
 - What do our e-club members get as a bonus on signing up?

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing a window with natural light.

Contests

- Allow the visitor to enter the contest once a day to encourage repeat visits.
- Have specials and links to other important information on the contest entry form page.

A close-up photograph of a person's hand pointing their index finger at a laptop screen. The background is blurred, showing a window with natural light.

Contests

- Viral marketing - make it easy for someone to “spread the word” about your contest.
- Encourage people to “spread the word” with an incentive...tell 3 friends and get an extra entry in our contest.

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing what appears to be a window with natural light.

Partner with Contests

- Partner with other sites who are :
 - targeting the same market you are
 - getting significant traffic
 - selling non-competing products or services
- Provide the prize for contests on heavily traffic sites

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the background is blurred, showing what appears to be a window with natural light.

Contest Entry Conditional

- Sign up to receive our e-specials and be included in a free draw for....
- Receive our monthly newsletter and be automatically included in our contest

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing what appears to be a window with natural light.

Responses that Sell

- Have an email notifying all entrants of the winner but also include an exclusive time limited special offer for “the losers”
- Provide a hypertext link to the special through the email

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the background is a soft, out-of-focus light blue.

Permission Marketing

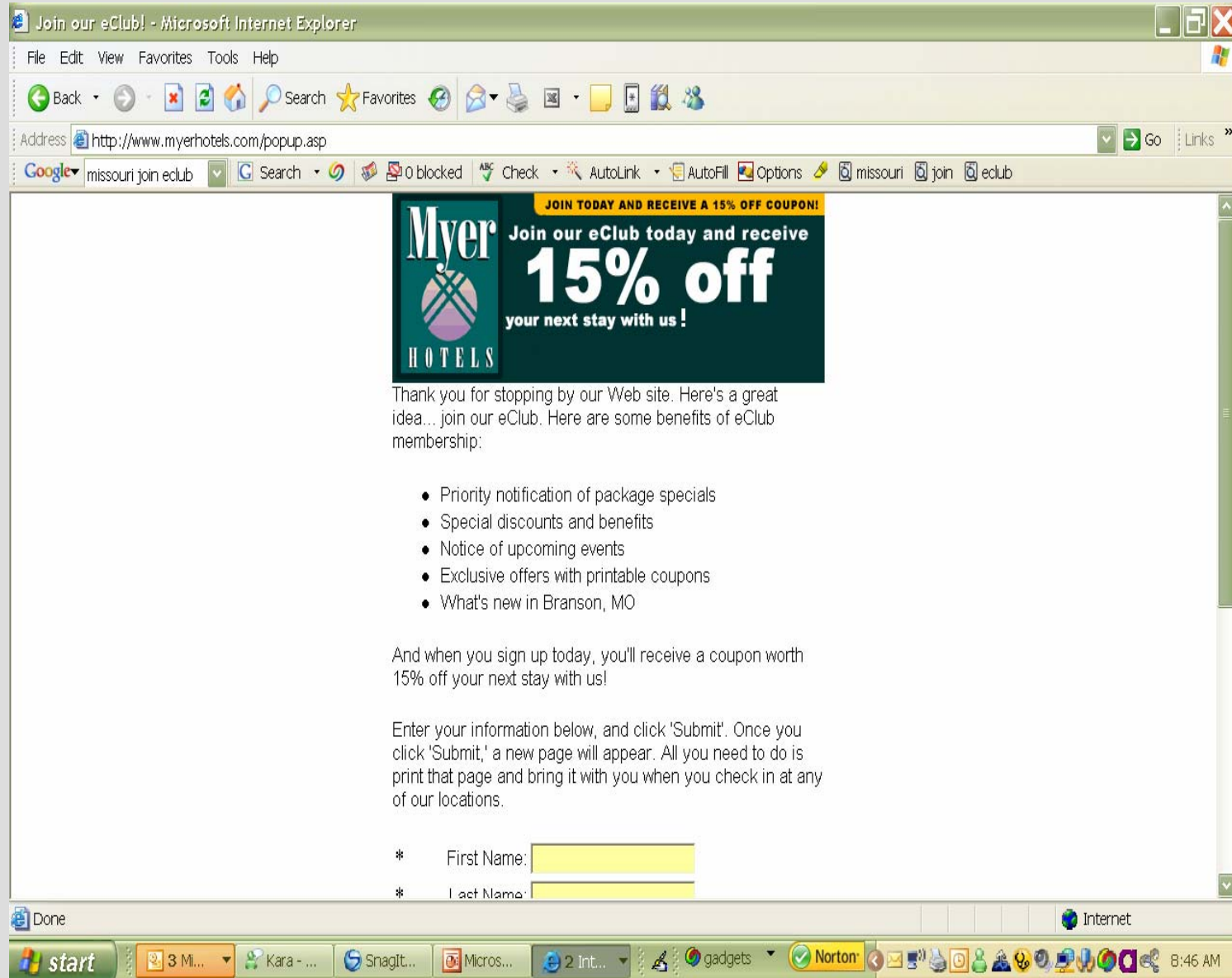
- Appropriate placement strategy
- Tie back to objectives and target markets
- Don't ask for too much too soon
- Always ask for first name
- Mail list integrated with CRM
- Sell the sizzle

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the background is blurred, showing what appears to be a window with natural light.

Permission Marketing

- Provide an incentive
- E-club for umbrella permission
- Make it easy
- Privacy Policy
- Provide an archive

Permission Marketing



A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing what appears to be a window or another screen.

Permission Marketing

- Outbound
 - Graphic design and layout matter
 - Copy matters
 - Dynamic Personalization
 - Timing matters
 - Never late in the day
 - Never on Monday or Friday
 - Legislation compliance
 - Run through spam checker – always!

Never send without spam check

The screenshot shows a Microsoft Internet Explorer window titled "Professional Cart Solutions: Marketing >> Send a Broadcast Email". The address bar shows the URL "https://www.mcssl.com/netcart/login/frmDefault.asp". The page content includes a navigation menu on the left with options like "Orders", "Products", "Manage Clients", "Autoresponders", and "Broadcasting". The main content area is titled "Send a Broadcast Email: Choose Recipients".

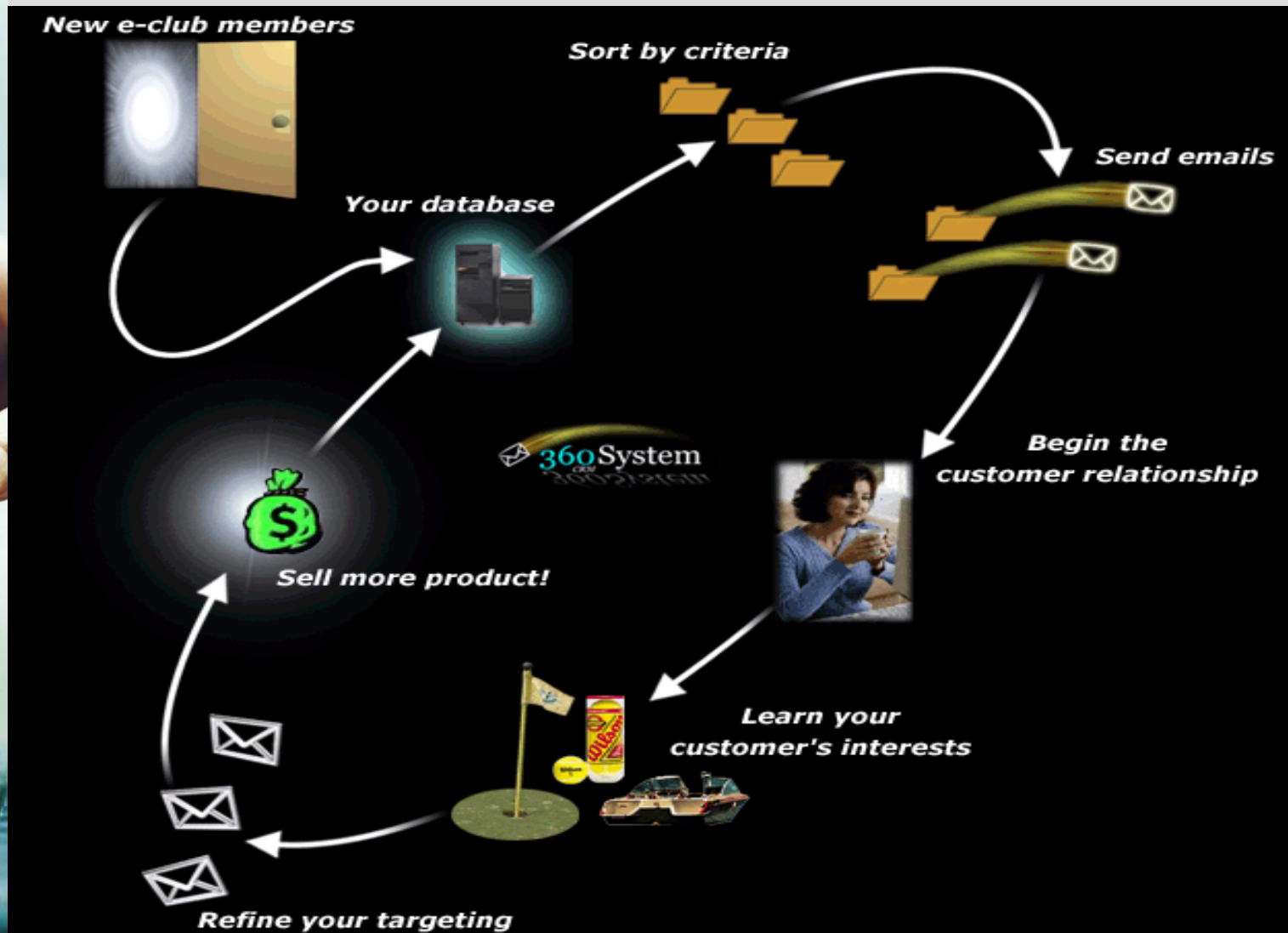
Overlaid on this is a smaller window titled "Spam Checker - Microsoft Internet Explorer". It displays a "Message Score: 5" on a scale from 0 to 10, labeled "SpamAssassin™ Rating". The scale has "Not Spam" at 0 and "Spam" at 10. A message below the scale states: "This email is really looking like spam and will probably not reach recipient. Make edits and rerun through evaluator".

Below the score, the "Trigger Phrases:" section lists several reasons for the score:

- 2.9 - Bulk email software fingerprint (IMktg) found in headers
- 0.1 - BODY: HTML has "tbody" tag
- 0.1 - BODY: HTML font color not within safe 6x6x6 palette
- 0.1 - BODY: HTML included in message
- 1.1 - BODY: Message is 40% to 50% HTML
- 0.1 - BODY: HTML link text says "click here"
- 0.5 - BODY: HTML has very strong "shouting" markup
- 0.1 - Asks you to click below

The total score is 5. The background interface also shows fields for "When to Send", "From Name", "From Email", "Subject", and "Format", along with a "Merge Insert Menu" on the right with various placeholder codes like <\$email>, <\$firstname>, etc.

Build Customer Relationships





Viral Marketing

- Seen as an unbiased, 3rd party recommendation
- Not considered spam by recipient
- To be effective it must be easy to use!
- eWomp finds that one person refers an average of 1.8 others

Email this story to a friend



POINTING YOU IN THE RIGHT DIRECTION
sign in | become a member

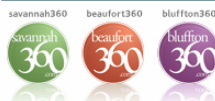


POINTING YOU IN THE RIGHT DIRECTION
sign in | become a member

INTERACTIVE MAP VACATION RENTALS REAL ESTATE NEW HOMES & COMMUNITIES ENTERTAINMENT RESTAURANTS

Hilton Head Island, South Carolina
Friday, November 3, 2006
Total Users Currently Online: 7
Current Weather:
Fog - 61°F
([more weather](#))

OTHER 360 COMMUNITIES



Tell a friend about HiltonHead360.com

Your Information

First Name
Last Name
Email
Comments

Send To

First Name
Last Name
Email*

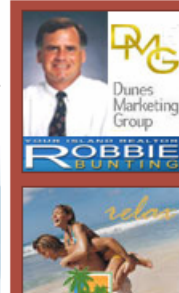
SEND



ENTERTAINMENT RESTAURANTS

LIVE HELP
ONLINE

TELL A
FRIEND



Internet

Done

Internet

Norton

2:17 PM

start

Spy S...

7 Int...

Wirele...

Micros...

2 Mi...

Norton

2:15 PM

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing what appears to be a window with greenery outside.

Viral Marketing

- Use viral marketing appropriately and everywhere you can
- Leverage with incentives
- Tie to specific offers/coupons/etc.
- Personalize
- Take advantage of landing pages
 - Leverage, leverage, leverage

Viral Marketing

Montana Scenic Loop: Tell A Friend - Windows Internet Explorer

http://www.montanascenicloop.com/tell_a_friend/index.php

File Edit View Favorites Tools Help

Google G montana tell a friend Go Bookmarks 0 blocked Check AutoLink AutoFill Send to montana Settings

Links More canadianspeak cbc...cbc-s cbc...MyAcco Customize Links Free Hotmail google.ca mcssl...login msn.com en-ca websudoku.com

Montana Scenic Loop: Tell A Friend

Montana scenic loop best scenic drive in big sky country

Home About the Loop Do the Loop Services See & Do Photo Gallery Contact Us

Tell A Friend

Recommend the Montana Scenic Loop to a friend:*

Your Name:

Your Email:

Recipient Email Addresses: ° at least one °

1.

2.

3.

4.

Your Message ° Optional °

Send Message Reset Form

start SnagIt Big Sky Resort, M... Montana Scenic L... Inbox - Microsoft ... 2 Microsoft Offic... 3:53 PM

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The laptop is dark-colored and the screen is partially visible. The background is blurred, suggesting an indoor setting with natural light.

Great Content

- Virtual Tours
- Destination Information
- Web Cam
- Videos
- Maps and Directions

Virtual Tour

Red Lion Colonial Hotel - Photo Gallery - Windows Internet Explorer

http://redlion.rdl.com/HotelLocator/PhotoGallery.aspx?metaID=15&photoIndex=3&photoType=Image


Microphone Tools Handwriting Drawing Pad

Red Lion Colonial Hotel

2301 Colonial Drive
Helena, MT 59601

Tel: 406-443-2100
Fax: 406-449-8815
E-mail: colonialsales@redlion.com

[Close this window](#)



Large Image: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#)

360 Panoramic Image: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#)

King Suite

Get QuickTime Free Download

Done Internet 100% 3:57 PM

start SnagIt Big Sky Reso... Red Lion Col... Red Lion Col... Inbox - Micro... 2 Microsoft ...

Talk To Us

Red Lion Colonial Hotel - Hotel Overview - Windows Internet Explorer

http://redlion.rdl.com/HotelLocator/HotelOverview.aspx?metaID=15

File Edit View Favorites Tools Help

Google red lion inn helena Go

Links More canadianspeak cbc...cbc-s cbc...MyAcco Customize Links Free Hotmail google.ca mcssl...login msn.com en-ca websudoku.com

Red Lion Colonial Hotel - Hotel Overview

HOME OUR HOTELS RESERVATIONS VACATIONS MEETINGS & GROUPS GUESTAWARDS

RED LION HOTELS

Welcome! [Sign in](#) | [Become a RedLion.com member](#)

Red Lion Colonial Hotel

Red Lion Reservations: 800-Red Lion





About this hotel Packages & promotions Destination guide Meetings & events Rates & availability

Hotel overview | Rooms | Amenities | Dining & entertainment | Map & driving directions

Talk to us [Start new search]

Search Rooms & Rates Guest info Billing info Confirmation

Hotel overview

[View photo slide show >](#)

Helena's Grandest Hotel

Why not make Helena the place for your next getaway or conference. Conveniently located in the heart of Montana's State Capital, the Red Lion Colonial Hotel offers easy access to the Cathedral of St. Helena, Reeder's Alley and the Mansion District as well as a wide variety of

Your Search

Location

City or ZIP code: Helena

State/Province: Montana

Dates

Check-in: mm/dd/yyyy

Check-out: mm/dd/yyyy

Number of nights:

Rooms & Guests

1 room

2 guests, 2 adults

http://redlion.rdl.com/

start SnagIt Montana Tourism ... Red Lion Colonial ... Inbox - Microsoft ... 2 Microsoft Offic... 100% 3:44 PM

24/7 Connectivity

PATLive | Automated & Live Telephone Answering Services - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites RSS Feeds Print Mail News Groups Shopping

Address http://www.patlive.com/ Go

Google Search 2 blocked Check AutoLink AutoFill Options

PATLive
PROFESSIONALLY ANSWERED TELEPHONES

Automated & Live Telephone Answering Services

Home About Products & Services Users Order Employment Partnerships
Contact

Automated & Live Telephone Answering Services

One place to manage all of your voice, fax and e-mail, supported by your personal *live* assistant 24/7...

communicate	advertise	live answer
		
"Hello Mr. Smith. You have a new fax -- shall I read it to you?" PATLive gives you voice mail, and access to your e-mail and faxes all in one place, whether you're in your office, on the road or on the Web. ... Learn More >>	"Hello Mrs. Jones. You have 50 new orders . . ." PATLive gives you innovative time-saving marketing tools, so you never miss an opportunity again. Learn More >>	"Thank you for calling XYZ Inc. How may I help you?" PATLive gives your business a team of professionals to answer and screen calls, act as a receptionist, and provide your callers with important information. Learn More >>

[Terms of Agreement and Privacy Policy](#) [My Account >>](#)

Done Internet

start 3 Microsoft Of... 3 Microsoft Of... PATLive | Auto... gadgets Norton 5:07 PM



3G Content

- Podcasts and videocasts
- RSS Feeds
- Blogs, moblogs, flogs
- Wikis
- Interactive Maps
- GPS



3rd Generation

- We have seen more new online opportunities in the last 10 months than in the last 10 years
- Enhanced 2nd generation +++



The consumer has changed! behaviour, attitudes and values

- Takes more and shorter holidays
- Last minute Louie
- Wants to be in control
- Does NOT want to be marketed to
- Is very demanding and has high expectations when researching online
- More brand aware but less loyal; more price sensitive
- Wants instant, in-depth information and few click booking or purchasing

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the background is a soft, out-of-focus light blue.

The opportunities have advanced

- Technology
- Marketing know-how
- Tools
 - Web metrics and traffic analysis
 - Permission marketing

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing a window with natural light.

SEO

- Organic placement
- Search advertising
 - PPC
 - Google AdWords, Yahoo Search Marketing
- Contextual Advertising
 - AdSense, Content Match, Blogger.com, Kanoodle
- Behavioral Advertising

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the background is a soft, out-of-focus light blue.

Blogs

- What is a blog?
- Always go back to objectives and target market
- Have your own vs. getting listed and linked from others
- Variations
 - Moblogging – posting to a blog in real time from a camera phone or PDA
 - Videoblogging – posting video diaries
 - Flogs or fake blogs - Blackberry

Blogs – Your own



Blogs

VisitPA :: Roadtrippers - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites RSS Feeds Print Mail

Address <http://www.visitpa.com/visitpa/roadtrippers.pa> Go

Google travel blog pa Bookmarks 2 blocked Check Look for Map AutoFill Send to travel blog pa Settings

LOG-IN > ready > set > go

visitPA.com ROADTRIPS THINGS TO DO PA REGIONS PLACES TO STAY DISCOUNTS PLAYLIST CENTRAL

WHERE YOU WANT TO GO → EMAIL THIS PAGE TO A FRIEND →

Real People/Real Roadtrips

ARTS & ENTERTAINMENT
HISTORY & HERITAGE
NATURE & OUTDOORS
REGIONAL ROADTRIPS
BLOGGERS
PA PASSAGES

Try to keep up with our 6 roadtrippers as they travel across the state.
ROLLOVER THE ABOVE PHOTOS TO FIND OUT MORE

STORIES FROM THE ROAD →

What a Long Strange Trip...

During the summer of 2005, lots of people got to know our PA Roadtrippers - their stories circulated far and wide, and their blogs became pretty darn famous! Maybe that's because their adventures were so compelling and (sometimes)

GET IN THE KNOW!
JOIN OUR EMAIL LIST

FEATURED ROADTRIPS

24 of 24 - Clipboard
Item collected.

start R... S... S... 8 M... 4 A... 2 3 gadgets Norton 8:59 AM

Blogs

Montana Travel Blog | Montana Travel Blogs | Montana Travel Reviews - RealTravel - Windows Internet Explorer

http://realtravel.com/montana-united_states-travel-blogs-d2220-3.html

File Edit View Favorites Tools Help

Google G montana travel blog Go Bookmarks 0 blocked Check Look for Map AutoFill Send to montana Settings

Links More canadianspeak cbc...cbc-s cbc...MyAcco Customize Links Free Hotmail google.ca mcssl...login msn.com en-ca websudoku.com

Montana Travel Blog | Montana Travel Blogs | Montan...

sign up | sign in

Search Destinations or Topics Search

home editor's picks recommendations destinations topics forums deals my travel blog my trip plan

Why risk it?
Ask your healthcare provider about Twinrix® today.

Twinrix® (combined hepatitis A and hepatitis B) vaccine does not protect against Hepatitis C or E.
Twinrix® is a registered trademark, used under license by GlaxoSmithKline Inc.

You are here: Destinations > North America > United States > Montana > Travel Blogs

TOP RATED TRAVEL BLOGS FROM REAL TRAVELERS

Overview
Travel Guide
Travel Map
Travel Plans
Travel Blogs
Travel Photos
Travel Ideas
Hotel Reviews
Dining Reviews
Sight Reviews

Montana Travel Blogs

Plan a trip to Montana with insights and recommendations from Real Travelers like you. Browse top rated travel blogs selected for quality by our editorial team and other travelers.

AIR NEW ZEALAND [Cook Islands + Fiji = \\$844* from Los Angeles](#)

Compare prices on: Hotels Flights Packages

City:
Montana, United States

Check-In: Check-Out: Adults Children

PLANNING TOOLS

- Multi Country Flights
- Guide Book
- + Add to My Trip Plan
- View My Trip Plan (0)
- RSS
- Email this page
- Get a free travel blog

MontanaPPF
Montana60Tips

100%

4:10 PM

start SnagIt Montana Travel Bl... montana blog - Go... Inbox - Microsoft... Microsoft Offic...

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the background is a soft, out-of-focus light blue.

Wikis

- What is a wiki?
- Postings by anyone
- Not in chronological order
- Easy to get listed and linked – have a wiki strategy.



Podcasts

- What is a podcast?
- Applications
 - Testimonials via interview
 - Things to see and do
 - Tours
 - Museum
 - resort

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the background is blurred, suggesting an indoor setting with natural light.

Podcasts

- Available on your site, partner sites, podcast directories or portals
- Listen via computer or download to MP3, phone or other mobile device
 - Listen to benefits of timeshare while sitting by the pool
 - Timeshare owners interview while walking
 - Walking Tour of the resort
- Videocasts

Podcasting

San Diego Zoo Weblogs » Now Available-Podcast Tour about Pandas! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.sandiegozoo.org/wordpress/index.php?p=216>

Google podcast tour

Conservation & Research - Shop Zoo - Press Info - Buy Tickets/Book Hotels

search: Go!

Visit Calendar Animals & Plants Kids Education Membership Get Involved Donate

SAN DIEGO ZOO.org

San Diego Zoo Weblogs

Zoo Weblogs are written by contributors throughout the San Diego Zoo, Wild Animal Park, and CRES. To narrow the blog to your interests, select a category from the list to the right.

Tuesday December 13, 2005

Now Available-Podcast Tour about Pandas!

Filed under: [General Giant Pandas](#)—Debbie Andreen @ 2:24 pm

Do you have an iPod or other portable MP3 player? If so, you can download FREE **iZooFari Audio Tours** of different areas of the San Diego Zoo and the Wild Animal Park to play on your next visit. We've just added a new tour to our growing list of podcast offerings: giant pandas!

iZOOFARI Audio TOUR

When we were working on the audio podcast tour about our most famous black-and-white critters, we thought it would be nice to have a real panda expert as your guide. Suzanne Hall, the Zoo's panda research technician, provides the narration and expertise. Many of you already know Suzanne from her wonderfully informative [Weblogs](#) about all things panda. Now you can hear her as she shares information in episodes about giant panda behavior, conservation, diet, enrichment, ongoing research, and the Zoo's Giant Panda Research Station. She even shares stories about each of our precious bamboo bears and what makes them so special to us.

An *iZooFari Audio Tours* subscription is free! The Zoo's tours feature Monkey Trails, Absolutely Apes, and now the Giant Panda Research Station. The Wild Animal Park's

categories:

- general
- conservation
- hawaii bird project
- the zoo journal
- zoo internquest
- field studies
- giant pandas
- girls in science
- animal stories

san diego zoo
panda cam

search:

Search

archives:

- february 2006
- january 2006
- december 2005
- november 2005
- october 2005
- september 2005
- august 2005
- july 2005
- june 2005
- may 2005
- april 2005
- march 2005

start 02 - Februar... 17 Reminders Question - M... Reminder: Yo... Day 1D BootcampDa... Day 1C San Diego Zo... 1:17 PM

Podcasts

Budget Travel - Podcast Miami - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Reload Print Mail News RSS Feeds

Address http://www.budgettravelonline.com/bt-srv/podcast/0509_audiocastmiami.html Go

Google travel podcast Search 15 blocked Check AutoLink AutoFill Options travel podcast

Pop-up blocked. To see this pop-up or additional options click here...

 Savor fresh seafood. Try on the clan tartan. Or wander Edinburgh Castle.
WIN THE TRIP TO SCOTLAND THAT'S RIGHT FOR YOU.
Click here to enter > Scotland

Budget Travel Online
Vacations for Real People BudgetTravelOnline.com

TRAVEL DEALS

- The Real Deals
- Free e-mail newsletters

DESTINATIONS

- U.S. & Canada
- Europe
- Caribbean/Latin America
- More

STRATEGIES FOR...

- Hotels & lodging
- Airfares
- Cruises
- Car rentals

THE MAGAZINE

- Subscribe now
- Subscriber services
- Contact us

SPOTLIGHTS

- Adventure travel
- Family travel
- Road trips

Podcast: 48 Hours in Miami
A 30-minute trip to America's hottest beach town

September 2, 2005

Once a quiet Florida backwater, sultry Miami's pristine beaches, pulsating clubs and luxe boutiques have attracted increasing droves of a-list celebrities, jetsetters, sun-seekers and hangers-on. Even those arbiters of pop-culture cool, the MTV Video Music Awards, have set up shop. While such flamboyance, excess and scandals grab the most headlines, Miami's stories extend well beyond infamous South Beach into Little Havana, the

Listen to it!

Listen to our podcast, a 30-minute audio show on Miami: smart funny commentary, interviews, and insider tips. It's fast, simple, and free

- **Download the Miami podcast**

MORE PODCASTS

- Las Vegas
- Quebec City

WHAT WILL YOU DISCOVER?
Go Order Your Go RVing Click Here
Go RVing
WHAT WILL

start Messenger 8... SnagIt 4 Microsoft... 5 Internet ... Microsoft Po... Norton 12:47 PM

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the screen shows some indistinct light patterns. The background is a soft, out-of-focus blue and white.

RSS

- Really Simple Syndication
- RSS feed – Push
 - Headline
 - Duplicate data
- RSS reader or aggregator – Pull

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing what appears to be a window with greenery outside.

RSS Content

- Newsletters
- Specials, coupons, package
 - Personalized content
 - Packages for golf and spas but not family
- Press Releases
- Affiliate marketing
- Branded content
 - Golf tips by George

RSS

Discover America - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites RSS blocked Check AutoLink AutoFill Options

Address http://www.verbinteractive.com/clients/seeamerica/sample_2006_2/ Go Links

Google Search 0 blocked Check AutoLink AutoFill Options

United Kingdom | Español | Portuguese | Deutsch | Japanese

Discover America

State Guide | Events Calendar | Attractions & Activities | Travel Deals & Packages | Travel Tools & Resources | Travel Journals

US Travel Search:

[About DiscoverAmerica.com](#) [Site Map](#) [Contact](#)

Select an Area to Explore

Explore the Mountain States
Colorado · Idaho · Nevada · Montana · Utah · Wyoming

City Escapes | Golf & Spa | Skiing | Attractions

Stay Informed by Email!
Receive exclusive US travel editorials, promotions, packages and travel tips
[Sign-up via Email](#) [Sign-up via RSS](#)

[Plan Your Vacation](#)

The Happiest Homecoming On Earth
JANUARY TO DECEMBER 2006

Upcoming Events
[Ohio State Fair](#)
Columbus, OH
[2006 Annual National Shrimp Festival](#)
Gulf Shores, AL
[Shakespeare Santa Cruz](#)

Done Internet

start Spy ... 8 M... 6 I... Kaitly... Micro... gadgets Norton 1:36 PM

GPS

- GPS coordinates on your web site

Map and directions to Motel 6 Columbia MO pet friendly economy lodging Columbia Missouri - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites

Address <http://www.motel6-columbia.com/cms/mapanddirections.ssp> Go Links

Google Search 1 blocked Check Look for Map AutoFill Options missouri GPS coordinates hotel

Motel 6
We'll Leave The **Light** On For You.
ACCOR hotels
Reservations Contact Property

Reservations
Contact Us
Amenities
Map and Directions
Home

**Motel 6
Columbia**

3402 I-70 Dr. SE
Columbia, MO
(573) 815-0123
Fax: (573) 815-9772

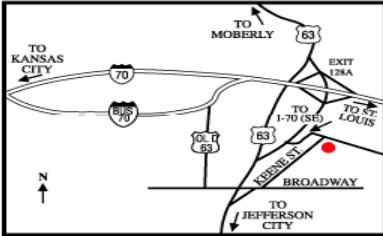
Reservations
(800) 4-MOTEL6
En español
1-877-467-7224

Map & Directions Motel 6 - Columbia, Missouri

Highway Locator:
I-70 at US 63, Exit #128-A

Street Address:
3402 I - 70 Drive Southeast
Columbia, Missouri 65201

GPS Coordinates:
Latitude: 38.96129200000
Longitude: -92.28845600000



DIRECTIONS

Done Internet

start 3 Mi... 2 Mi... Micros... 4 In... Docu... SnagIt gadgets Norton 11:47 AM



Mobile Marketing

- Marketing to you where you are
- Direct, personal communication in real time with the opportunity for immediate direct feedback
- Instant messaging
- Location based services
 - Starbucks
 - Bar code reader
- Profile specific advertising

Mobile Marketing

MYBLUE Mobile - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Reload Print Mail News RSS Feeds

Address http://www.bluemountain.ca/winter_my_blue_mobile.htm Go

Google ort gps coordinates Search 2 blocked Check AutoLink AutoFill Options resort gps coordinates

BLUE MOUNTAIN REGISTER FOR e-specials & MYBLUE mobile

Home Winter Green Season Lodging The Village at Blue Activities & Events Conferences & Groups Webcams

Sep 12-06 Weather **NA** Tonight low of 15°C, Showers. Trails Open: 0 of 21 Lifts Open: 0 of 1

DETAILED WEATHER REPORT DETAILED CONDITIONS

2005-06 Winter Season

Quick Facts
Interactive Resort & Trail Map
Web Cams
Weather & Snow Report
Lift Tickets & Special Rates
Season Passes
Rentals
Adventure Snow School & Blue Mountain Racing
Kids at Blue
Resort Shuttle
Parks n' Pipes
Tube Town
Eateries & Night Life
Shopping

MYBLUE MOBILE

Welcome To MYBLUE mobile

- » Home
- » Register
- » Contests
- » Snow Reports
- » FAQs

MYBLUE mobile is a brand new service offered by Blue Mountain just for you! Stay in touch with everything that's happening at your mountain, and get in on unique insider discounts available only to the MYBLUE community! If you have a mobile phone, you can register for this free service.

Why join? It's all about getting great stuff from Blue Mountain!

When you join MYBLUE mobile, you will receive:

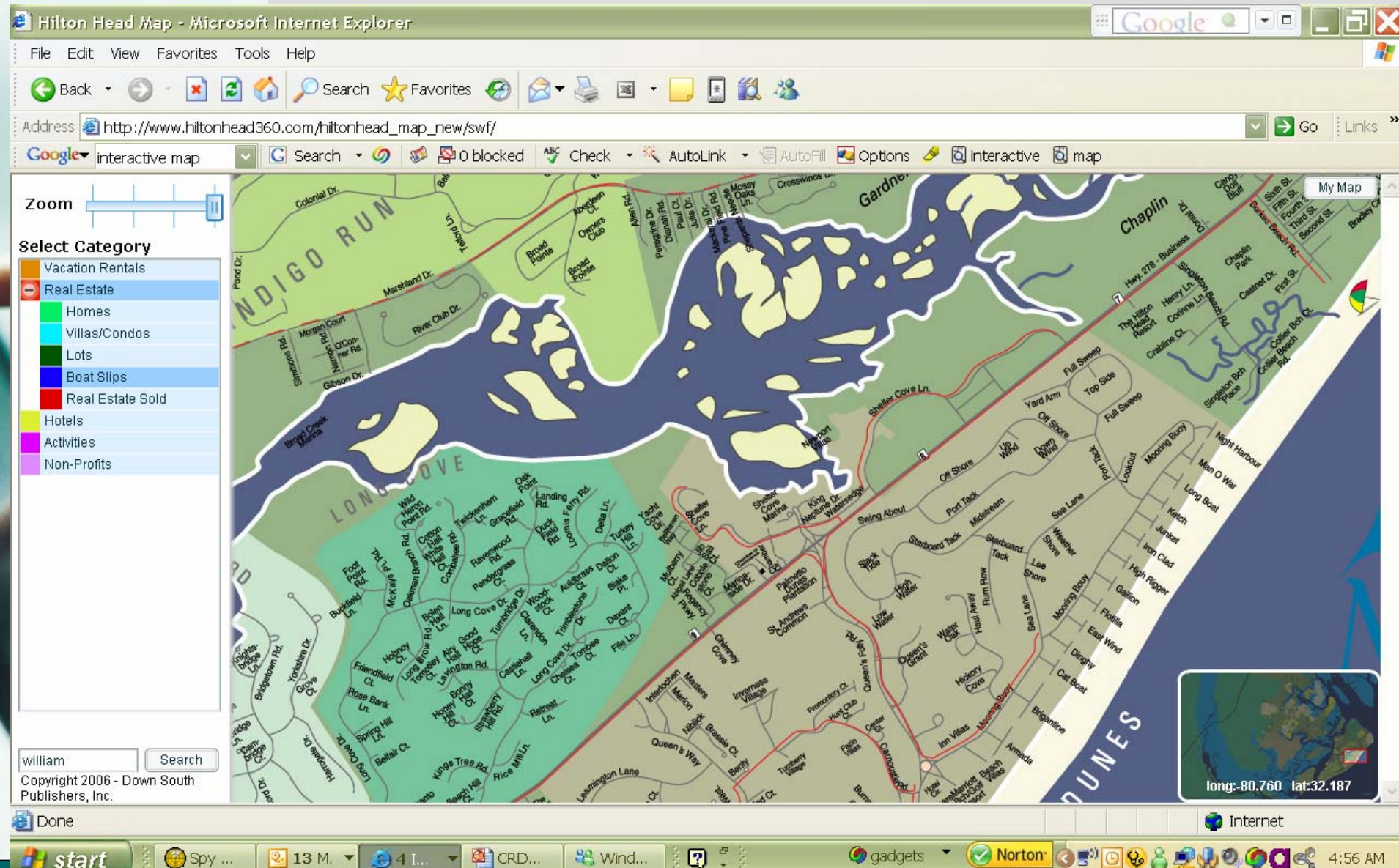
- EXCLUSIVE offers and promotions via text message
- UP-to-DATE information on mountain events and snow conditions

Great! Where do I sign-up?
Just click below.

24 of 24 - Clipboard Item collected.

start 3 Microsoft Of... 3 Microsoft Of... MYBLUE Mobile -... gadgets Norton 5:15 PM

Interactive Maps- Media360.com



Interactive Maps- Media360.com

Hilton Head Map - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address http://www.hiltonhead360.com/hiltonhead_map_new/swf/ Go Links

Google interactive map Search 0 blocked Check AutoLink AutoFill Options interactive map

Zoom

Select Category

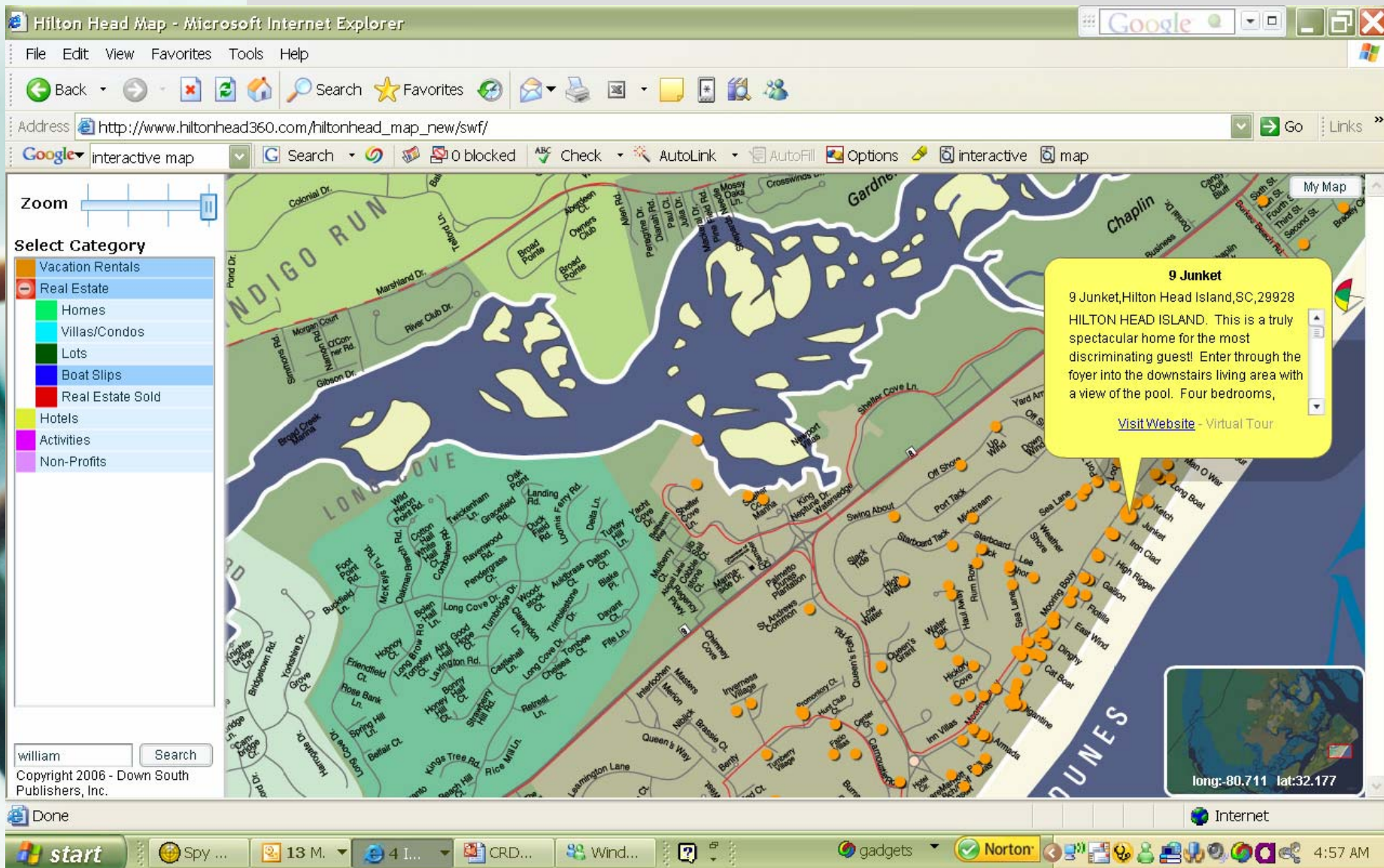
- Vacation Rentals
- Real Estate
- Homes
- Villas/Condos
- Lots
- Boat Slips
- Real Estate Sold
- Hotels
- Activities
- Non-Profits

william Search

Copyright 2006 - Down South Publishers, Inc.

Done Internet

start Spy ... 13 M. 4 I... CRD... Wind... gadgets Norton 4:57 AM



9 Junket

9 Junket, Hilton Head Island, SC, 29928

HILTON HEAD ISLAND. This is a truly spectacular home for the most discriminating guest! Enter through the foyer into the downstairs living area with a view of the pool. Four bedrooms,

[Visit Website - Virtual Tour](#)

long: -80.711 lat: 32.177

Interactive Maps- Media360.com

Hilton Head Map - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.hiltonhead360.com/hiltonhead_map_new/swf/

Google Interactive map Search 0 blocked Check AutoLink AutoFill Options interactive map

Zoom

Select Category

- Vacation Rentals
- Real Estate
- Homes
- Villas/Condos
- Lots
- Boat Slips
- Real Estate Sold
- Hotels
- Activities
- Non-Profits

5 Honey Hill Court

Best Buy in Long Cove for a 4 BR home. End of cul-de-sac with beautiful lagoon view. Living Room with fireplace, large family room, kitchen has granite counters, wet bar, dining room.

[Visit Website - Virtual Tour](#)

Copyright 2006 - Down South Publishers, Inc.

long:-80.750 lat:32.168

Internet

start Spy ... 13 M. 4 I... CRD... Wind... gadgets Norton 4:59 AM

Interactive Maps – Media360.com

Untitled 1 - Windows Internet Explorer

http://www.hiltonhead360.com/video-ad/test-map.htm

File Edit View Favorites Tools Help

Google G Go Bookmarks 0 blocked Check AutoLink AutoFill Send to Settings

Hyatt Regency DFW

Lesson 1 Lesson 2 Lesson 3 Lesson 4

Select Advertiser

- [Palmetto Dunes Golf](#)
Video Website Map
- [Hilton Head Country Club](#)
Video Website Map
- [Long Cove Golf Club](#)
Video Website Map
- [Port Royal Golf Club](#)
Video Website Map

Zoom

Select Category

- Golf
 - Public Courses
 - Semi/Private Courses
 - Golf Other

My Map

Internet 100%

start SnagIt 2 Messe... Untitled 1 ... Wireless N... 2 Microso... 2 Microso... 10:39 PM



Formula for E-business Success

Right E-business model

+

Properly designed/developed web site

+

Targeted traffic

=

E-business Success

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the background is a soft, out-of-focus light blue.

Increasing Web Site Traffic

- E-mail
- Newsgroups. Discussion Groups
- Mail Lists – Public, Private, Direct, Bulk
- E-zines
- Banner Advertising
- Registering with the Search Engines and Directories and PPC

A close-up photograph of a person's hand pointing their index finger at the screen of a laptop. The laptop is dark-colored, and the background is a soft, out-of-focus light blue.

Increasing Web Site Traffic

- Meta-indexes and Directories
- Signature files
- Links
- Cybermall
- Media Relations
- Webrings
- Web Traffic Analysis

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing what appears to be a window with a view of a city.

Future

- **Whatever is going to happen “tomorrow” or in the short term on the Internet has **ALREADY** happened**



Mobile Internet

- **Link management web architecture**
 - Technology allows the user to set off a chain of actions in one step from your mobile device
 - Airline reservation triggers car rental, hotel and dinner reservations using pre-loaded defaults based on the user's personal preferences



Mobile Internet

- **Delayed flights**
 - quick check via mobile
 - no line-ups
 - reschedule flight
 - automatically reschedule car, hotel and dinner



Mobile Internet

- **Web 2.0**
 - embedded chips
 - walk by specials/promotions
- **Bar Code Reader applications**
- **M-commerce applications**
 - pop machines
 - parking meters

A close-up photograph of a hand with the index finger pointing towards a laptop screen. The background is blurred, showing what appears to be a window with greenery outside.

Future

- Voice recognition
- VOIP
 - Google
- Increased bandwidth
 - more video/audio
 - voice over IP



Past, Present and Future Trends of Online Marketing

FAQs?

Presented by
Susan Sweeney, CA CSP
www.susansweeney.com